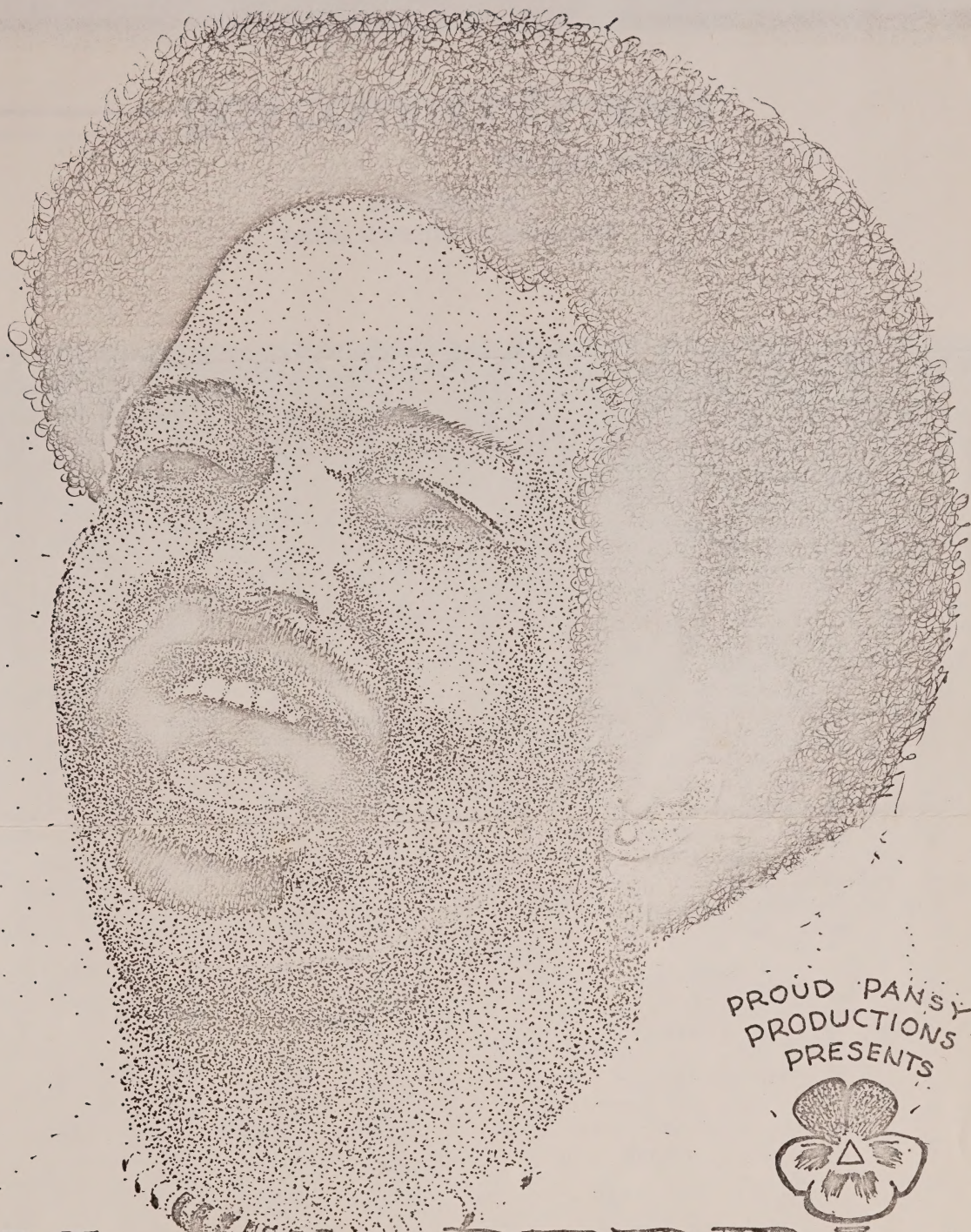




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gay community news

the gay weekly

22 Bromfield St.
Boston, MA 02108 • (617) 426-4469

DON'T STOP NOW!

Dear Friend,

We at GCN are concerned about what appears to be your decision not to renew your subscription.

Although there can often be many reasons — some of which may be beyond your or our control — we need to know them. We need to understand what you, our readers, think of GCN and what you need in a weekly newspaper. Sometimes we just have to guess. But guessing alone won't keep our subscriptions growing at the current rate of 25% in the last six months. It would appear that we're doing something right. But then there is the silence of those who, for whatever reason, decide to end a beautiful relationship. At least we thought it was a beautiful relationship. What happened? What does the silence mean?

We look forward to hearing from you.

Sincerely,
The GCN Staff

P.S. In case your non-renewal was just an oversight, please note that "Subscriptions Keep Us Healthy" is not just a cute slogan. Along with donations, subscriptions represent over half of the revenue of this non-profit, community-oriented, and largely volunteer-run endeavor. C'mon, don't stop now!

☐ Don't worry GCN, it wasn't your fault. It was for purely personal reasons.

☐ Yes, since you ask, it WAS your fault:

- ☐ You're not relevant to my lifestyle (specify) _____
- ☐ You're not relevant to my area (specify) _____
- ☐ You're just not interesting enough (explain) _____
- ☐ You're too _____
- ☐ You're not _____ enough.
- ☐ (Other) _____

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☐ 3 years (150 issues)	\$47.00
☐ 2 years (100 issues)	33.50
☐ 1 year (50 issues)	17.50
☐ 25 weeks	10.00
☐ 12 weeks	5.00

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(These rates are for subscriptions within the USA. Add 20% for foreign.)

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gay community news

the gay weekly

22 Bromfield St.

Boston, MA 02108 • (617) 426-4469

July 28, 1978

Dear People,

We are in the process of updating the Quick Gay Guide and Everyweek listings in GCN. If you would like to be included, would you please send us all relevant information (correct address, meeting place and time, phone number, etc.). The Q.Q.G. and Everyweek appear on alternate weeks in the back of GCN. I hope you will take advantage of this service and contact us soon.

Sincerely,

Richard Burns

Richard Burns
Office Manager

gay community news

the gay weekly

22 Bromfield St.

Boston, MA 02108 • (617) 426-4469

Dear Friends,

GCN is a weekly gay newspaper with a readership of approximately 20,000, the vast majority of them in the New England area, but also many throughout this country and Canada. We have been carrying your organization as a listing in our "Quick Gay Guide" section.

Recently we decided to offer ads like the one below to all non-profit gay organizations for a nominal fee of \$60.00 per year, payable, if you wish, in quarterly instalments of \$15.00 each. The sample ad, at our regular non-business rates, would cost \$4.25 per week, so you can see how great the savings are.

For the price of \$60.00 per year we would be willing to run an ad for you with a maximum of one headline (no longer than 25 characters) and 8 lines of text (35 characters per line). Whether or not you choose to take out an ad, we will continue to list you in the guide section.

We hope that you will find a classified ad in GCN of value to your organization, and that we may be of service to you in the near future.

If you have any questions, or you would like a sample copy of the paper, please do not hesitate to get in touch with me.

Sincerely,

Nancy Walker

Nancy Walker

Classified Ad Manager

organizations

BOSTON GAY CATHOLICS
Dignity/Boston sponsors EXODUS
MASS, a liturgy for gay and concerned
Catholics every Sunday at Arlington
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MA 02114. Tel. 536-6518. (35)

